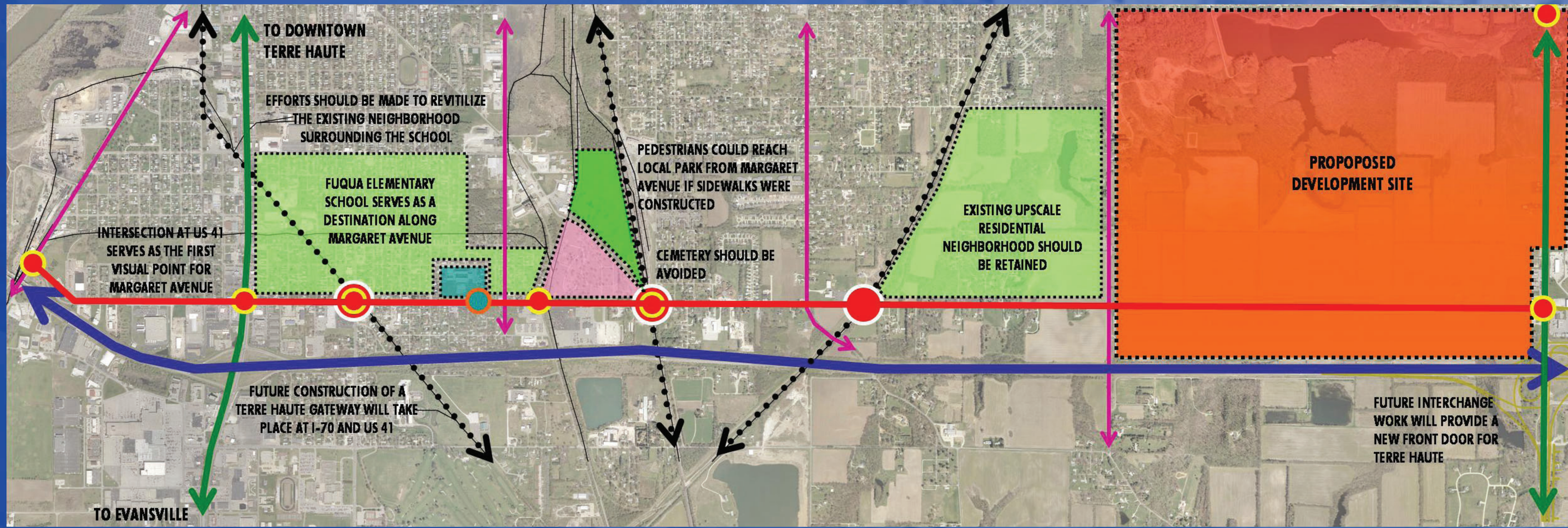


CORRIDOR DESIGN ENHANCEMENTS

MARGARET AVENUE CORRIDOR STUDY

SITE OPPORTUNITIES AND CONSTRAINTS



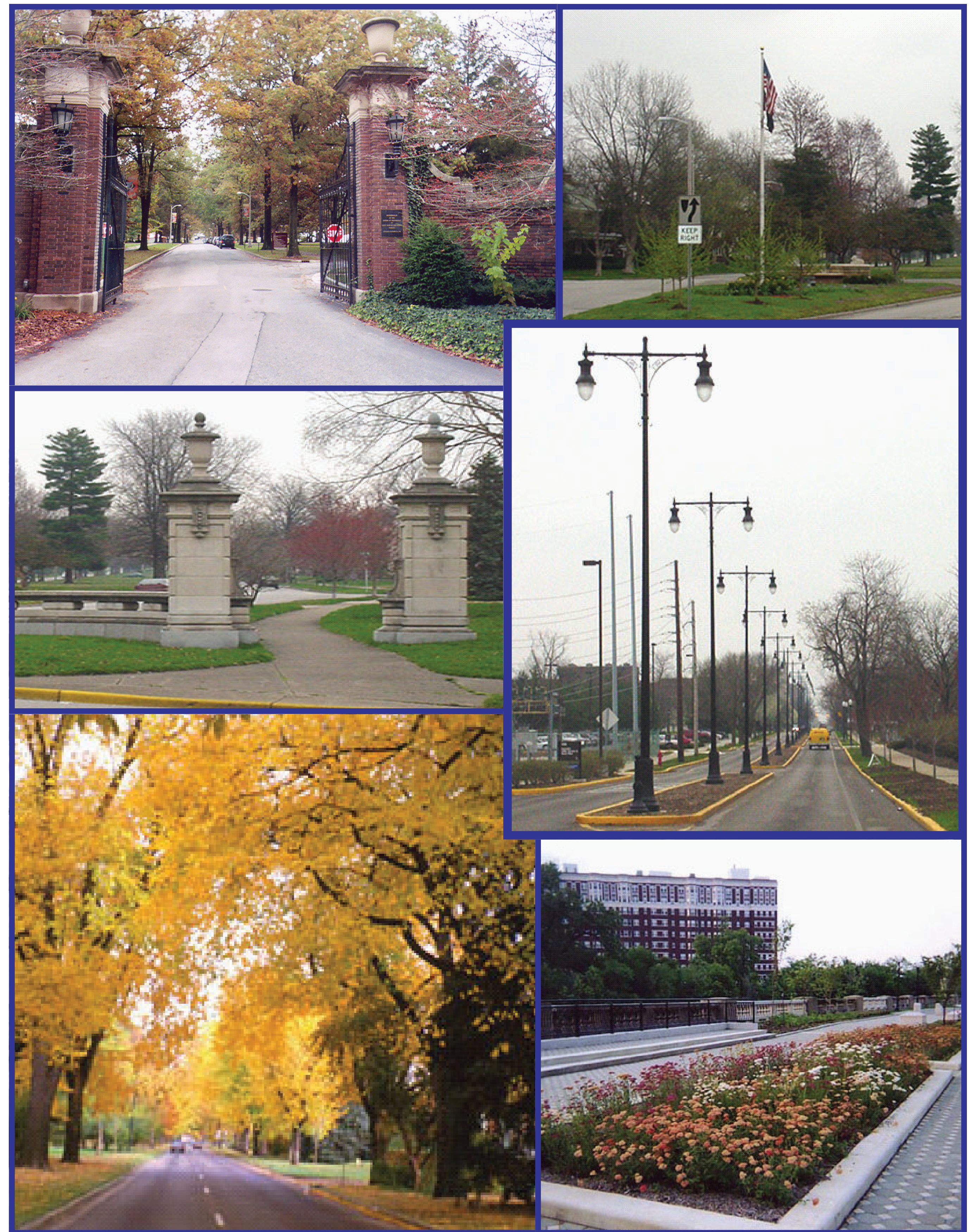
DESIGN INSPIRATION

CITY BEAUTIFUL MOVEMENT

The City of Terre Haute has a rich history that spans hundreds of years. The project team reviewed several time periods within the history of Terre Haute and chose to utilize the impact of the City Beautiful movement to inspire the choice and placement of several key enhancement items. The City Beautiful movement emerged in the 1890's and was considered to be a progressive movement in North American architecture and urban planning. The main intent of the City Beautiful movement was to use beautification and monumental grandeur in cities to counteract the perceived moral decay of poverty-stricken urban environments. The movement did not seek beauty for its own sake, but rather as a social control device for creating moral and civic virtue among urban populations. The City Beautiful movement emphasized the necessity of order and harmony and used landscape architecture and planning to create a series of elements that helped create a high level of aesthetics. Gateways, boulevards, parkways, pedestrian connections, and planned green spaces are all elements used throughout the City Beautiful movement. Terre Haute has several examples of City Beautiful movement work, some of which were designed by George Kessler, a noted landscape architect during the height of the movement. Fairbanks Park, the Oak Street Extension, the Terre Haute Fairgrounds, and Spencer Ball Park were all works of George Kessler and in turn bear the inspiration of the City Beautiful movement.

ART DECO MOVEMENT

Although the type of forms and organizational systems are inspired by the City Beautiful movement, the design, materials and shapes are taken from the Art Deco movement. The Art Deco period spans the late 1920's- 1930's and encompassed art, architecture and interior design. The movement can be defined by the simple, clean forms and construction which was influenced by the streamlined designs of ocean liners and industrial machinery. Although the forms were simple and geometric, the pieces were emphasized by unique materials such as metal, patterns and color. The materials and forms seen along the Margaret Avenue corridor easily lend itself to be adapted to the Art Deco movement. The corridor provides several visual queues that can be incorporated into the design of the enhancement items. Rough cut stone, industrial metal and geometric figures are seen throughout the corridor as well as historic Art Deco design. These shapes and materials were combined with the Art Deco color palette to carry the enhancement design process forward.



CORRIDOR DESIGN ENHANCEMENT TOOL KIT

